

## SVP 2009-2010 Nonprofit Investments & Projects: Six Month Progress Report

*The 2009 – 2010 SVP grant year goes from June 1, 2009 to May 31, 2010.*

**Carriage House Community Table's** mission is to provide a safe, supportive community for Boulder's homeless and working poor. We are committed to addressing their survival needs and to providing services that lead to healing, employment and housing.

- 2009: \$15,000 for general operating and marketing. SVP projects include: strategic planning, organizational structure facilitation, branding and marketing, executive director coaching.

Carriage House Executive Director: Joy Eckstine

Carriage House SVP Lead Partners: John McCorvie & Licia Schwalm

### Capacity Building Projects

Capacity Building Area	Project Description	Partners Involved	Progress & Needs
<b>Marketing/Branding</b>	Facilitate name change process; develop branding/marketing campaign. Assist in development of Marketing campaign to support a capital campaign.	Jon Hinebauch	Name change in progress and almost completed, will need assistance with branding and marketing campaign beginning this spring.
<b>Board Development</b>	Board committees, implementation of strategic plan, and board nominating/growth plan & implementation.	Brian Hawkins	Projects in progress. Need help identifying new potential board members.
<b>Executive Leadership</b>	Executive coaching for Executive Director	Cindy O'Keeffe	Original goals met, continuing to meet on as-needed basis.
Fundraising	Facilitate planning for capital campaign and assist committee in implementation.	Mary Cobb	Early stages. Have assisted with planning, committee, and training. Need more partners for planning and to serve on implementation committee.
Real Estate	Professional to assist in search and negotiations for building.	Paul Heffron	Additional partners will be needed.
Other	Staff training on workforce development referrals resources	Jenny Hopkins	Done
Other	Languaging for Planned Giving communications	Randi Grassgreen	Done

**Growing Gardens'** mission is to cultivate community through gardening. SVP's support of Growing Gardens is directed towards ¡Cultiva! Youth Project, a youth operated organic market garden. Participants plant and nurture a 2 acre garden, harvest the produce weekly to sell at the Boulder County Farmer's Market, and donate a portion of what is harvested to those in need in the local community. ¡Cultiva! teaches sustainable agriculture, leadership, entrepreneurial and life skills to youth ages 11-20.

- 2006: \$15,000, including \$10,000 towards general operating funds for the Cultiva! Youth Project and expansion of Cultiva/Peace Garden programming and \$5,000 designated to support implementation of an earned income strategy for Cultiva. SVP projects include: earned income strategy development and implementation; management systems including monitoring and assessment; strategic planning.
- 2007: \$25,000 for the Cultiva! Youth Project. SVP projects include: marketing/communications; organizational and Board development; fund development planning; strategic planning.
- 2008: \$20,000 for the ¡Cultiva! Youth Project and overall organizational capacity building. SVP projects include: marketing tool redesign; Board development; volunteer program development; fund development and business planning.
- 2009: \$17,000 for the Cultiva! Youth Project. SVP projects include: Board development, life-cycle assessment, securing office space, and marketing planning.

Growing Gardens Executive Director: Ramona Clark  
 Growing Gardens Lead Partner: Paul Heffron

**Capacity Building Projects**

Capacity Building Area	Project Description	Partners Involved	Needs
<b>Marketing</b>	Organization needs a uniform marketing message and look as well as a website update to become more user-friendly.		Need partner to lead this project.
<b>Board Development</b>	Create committees, nominating to grow board, update board intake packet, increase board communication, support for how to increase ethnic diversity of board members	Caryn Capriccioso, Jennie Arbogash	Partially completed. Remainder in progress.
Lifecycle Assessment	Complete a lifecycle assessment to inform upcoming strategic plan.	Erik Bernstein, Jennie Arbogash	Completed.
Strategic Planning	Lead strategic planning process & board retreat in Feb or March.	Erik Bernstein	Planning process began in January
<b>Real Estate</b>	Operating site conservation land lease (100 yrs) finalized; development of facility for site; addition to greenhouse	Paul Heffron	In progress.

**The Women's Wilderness Institute's** mission is to strengthen the courage, confidence, and leadership qualities of girls and women, through the support and challenge of wilderness- and community-based experiences. The Girls' Wilderness Program, which is the primary focus of SVP's support, composes 60% of the work of the Institute. The Girls' Wilderness Program is designed to give girls the power of their own voice, and the confidence that they can make a difference in their own lives and in the world around them.

- 2006: \$30,000, of which \$5,000 is designated for donor software and computer upgrades; \$25,000 is designated to support a part-time Development Director to increase revenue from individual donors, corporate sponsors, and foundations. SVP projects include: fund development; Girls' Programs website design; information technology assessment and network help; human resources.
- 2007: \$30,000 for girls' wilderness programming and organizational capacity building. SVP projects include: leadership transition coaching; Board development; fund development planning; program assessment; event planning; search engine optimization and internet marketing.
- 2008: \$20,000 for girls' wilderness programming and overall organizational capacity building. SVP projects include: information technology; individual donor development planning; program development; corporate and community outreach, integrated planning.
- 2009: \$17,000 for general operating of girl's wilderness programming. SVP projects include: marketing and communications, fundraising infrastructure, sustainability planning, organizational structure assessment, and volunteer program coaching.

Women's Wilderness Institute Executive Director: Beth Davis

Women's Wilderness Institute Lead Partner: Sue Raab

#### Capacity Building Projects

Capacity Building Area	Project Description	Partners Involved	Needs
<b>Fundraising</b>	Individual donor program development; communications and strategy; major donor collateral materials	Mike Durall	Project partially completed. Working on major donor collateral materials currently.
<b>New Business/Earned Income Strategies</b>	Committee concept development; in-depth analysis of program fee structure and recommendations for changes	Walt Pounds, Isabel McDevitt, Brian Hawkins, Sue Raab	Committee had begun work. Brian completed complex program fee analysis. Committee begins to meet again in February.
<b>Database</b>	Audit current database, research and recommend new solutions	Jennie Arbogash	Completed on SVP's end. TWWI has not addressed yet.
Other	Assist with management of urgent financial situation: complex income and expense analysis; event analysis & suggestions; review of annual appeal; coaching on major donor & board asks; phone bank; support for E.D.	Brian Hawkins, Jennie Arbogash, Sue Raab	SVP's work has been completed and made a significant impact on year-end results.

The **Wild Plum Center for Young Children & Families** (*formerly Longmont Children's Council*) provides high-quality comprehensive early care and education services to 200+ low-income children annually. Wild Plum helps families remove as many barriers to their child's education as necessary, to ensure that children are ready to learn in kindergarten.

- **2008:** \$25,000 awarded to hire development staff, develop marketing materials, and for Board training. SVP projects include: strategic planning; marketing and community outreach; help hiring and orienting development staff; Board development; organizational development.
- **2009:** \$25,000 awarded to pay for development director salary. SVP projects include: business plan, branding and marketing plan, Board development, finance and expansion audit, and more.

Wild Plum Center Executive Director: Amy Ogilvie

Wild Plum Center Lead Partner: Dennis Berry

### Capacity Building Projects

Capacity Building Area	Project Description	Partners Involved	Needs
<b>Marketing</b>	Develop first marketing strategy and brand promise; support efforts to create first website; assist in writing stories for use in marketing and fundraising. Produce a video for marketing use.	Rich Hoops, Bruce Borowsky, Wendy McMillan	Strategy & brand promise; video is very near completion; web site content is written and design is happening, stories in progress.
<b>Board Development</b>	New board recruitment process and bring on several new board members; board member training; assistance with board member recruitment	Caryn Capriccioso – primary, Dennis Berry & Jennie Arbogash	In progress.
<b>Fundraising</b>	Assist in creation of first annual report; create a case statement for early childcare support; develop first ever strategy for individual donors	Mike Durall, Wendy McMillan, Mary Cobb	Annual report is almost complete. Remainder in progress.